

Remarks and Arguments

Applicants have carefully considered the Office Action dated August 26, 2003 and the references cited therein. Applicants respectfully request reexamination and reconsideration of the application.

Applicants and their attorney wish to thank Examiner Frantz B. Jean for the courtesy of the telephone interviews on October 24, 2003 and January 20, 2004, in which the cited references and amendments to the claims were discussed.

Applicants have amended the specification to correct minor grammatical errors therein. No new matter is believed added to the application by way of the proposed amendments to the specification as set forth herein.

Claims 1-19 and 23-28 are currently pending. Claims 28-50 have been added by this response.

Claims 1-12 stand rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 5,870,718, Spector, in view of U.S. Patent 5,555,496, Tackbary et al., "Tackbary" and further in view of U.S. Patent 6,052,514 Gill et al., hereafter "Gill" and U.S. Patent No. 6,038,573, Parks. Claims 1-12 have been cancelled, without prejudice. Accordingly, the Examiner's rejections are hereby deemed moot. These amendments to the claims as set forth herein have been offered to advance this application to issue. None of the amendments made herein should be construed as an admission that the subject matter of the claims, as originally filed, is anticipated by or made obvious in light of any art of record whether considered singularly or in combinations. Applicants expressly reserves the right to pursue the originally filed claims in another co-pending application without being prejudiced by any cancellation of claims made herein.

Claims 13-17 and 19-24 stand rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 5,870,718, Spector, in view of U.S. Patent 5,555,496, Tackbary et al., "Tackbary." Claims 13 has been amended and now recites a data structure for coordinating the combined matching of a card and an item ordered on line from a vendor web site comprising "data associating the card with the item ordered on line from a vendor web site" and "data identifying the location where the item ordered on line physically resigns and where the card is to be printed and matched with the item

ordered on line for shipment as a combined card and item parcel" (claim 13, lines 6-10). None of the references of record, whether considered singularly or in combinations, disclose Applicants system, as now claimed, in which a data structure comprises data identifying a card template, data identifying modifications to the identified template, data associating the card within item ordered online, and data identifying the location where the card is to be printed and matched with the item ordered online for shipment therewith as a combined parcel. Accordingly, claim 13 is believed allowable. Claims 14-17 include all of the limitations of claim 13 and are believed allowable for at least the same reasons as claimed 13, as well as for the merits of their own perspective limitations.

Method claim 18 has been amended to include language similar to claim 13 and now recites "authorizing printing of the card in combination with the modifications at a remote location where the item that has been ordered on line from one of a vendor web site and the first web site physically resides and with which the card is associated" and "authorizing matching and shipment of the card in conjunction with the item that has been ordered on line as a combined package" (claim 18, lines 9-14). None of the references of record, whether considered singularly or in combinations, disclose Applicants system, as now claimed, in which a consumer can select a card at a first web site; modify the card; transmit data identifying the card and the modifications to a remote location; authorize printing of the modified card at the location where and item that has been ordered online, from either the first web site or a vendor web site, physically resides; and authorize matching and shipment of the card in conjunction with the item as a combined parcel. Claims 37-38 include all of the limitations of claim 18 and are believed allowable for at least the same reasons as claimed 18, as well as for the merits of their own perspective limitations.

Apparatus claim 19 has been amended to include language similar to amended claim 18 (claim 19, lines 11-20). Specifically, claim 19 now recites a method including "program logic configured to receive data associating the card with an item has been ordered on line from a vendor web site" and "program logic configured to transmit, over a computer network to a system located where the item ordered on line is located, the data identifying the card and any modifications to the card, and the data associating the

card with the item has been ordered on line" and "program logic configured to print, at the location where the item ordered on line is located, the modified card to enable matching and shipment of the printed modified card with the item ordered on line as a combined package" (claim 19, lines 11–20). The Examiner has not shown where any of Spector and Tackbary, or the other references of record, whether considered singularly or in combination disclose such an apparatus. Accordingly, claim 19 is believed allowable over the art of record for at least the same reasons as claims 13 and 18 as well as for the merits of their own respective limitations. Claims 39-43 include all of the limitations of claim 19 and are believed allowable for at least the same reasons as claimed 19, as well as for the merits of their own perspective limitations.

New claim 49 is the computer program product counterpart to apparatus claim 19 and is likewise believed allowable for the same reasons as claim 19, as well as for the merits of its own respective limitations. Claims 50-54 include all the limitations of played 49, and are likewise believed allowable for the same reasons as claim 49, as well as for the merits of their own respective limitations.

Method claim 25 has been amended to include language similar to amended claim 18. Specifically, claim 25 recites a method including "printing the card in combination with the modifications at a remote location where the item, that has been ordered on line from a vendor web site, physically resides" and "matching the printed card with the item that has been ordered on line from a vendor web site and which is associated with a recipient" and "initiating shipment of the combination of the printed card and item that has been ordered on line from the vendor web site to the recipient" (claim 25, lines 6–13). Again, the Examiner has not shown where any of Spector and Tackbary, or the other references of record, whether considered singularly or in combination disclose such a method. Accordingly, claim 25 is likewise believed allowable over the art of record. Claims 27-28 and 44-45 include all of the limitations of claim 25 and are believed allowable for at least the same reasons as claimed 25, as well as for the merits of their own perspective limitations.

New claims 29-54 have been added to the application and, along with their respective dependant claims, where applicable, are believed to patently distinct over any of the references of record whether considered singularly or in combinations.

Specifically, new claim 29 recites a method including "authorizing printing of the selected greeting card in conjunction with the personalized modifications at a location where the item, that has been ordered on line from the vendor web site, physically resides" and "authorizing shipment of the printed greeting card, selected from the card web site, with the item ordered online, from the vendor web site, as a combined package to the identified recipient" (claim 29, lines 9–13).

New method claim 31 recites a method for fulfilling orders for an item/personalized greeting card combination comprising "matching and combining the printed personalized greeting card and the item ordered online as a combined card and item parcel" and "shipping the printed personalized greeting card and the item ordered online as a combined card and item parcel to the identified recipient" (claim 31, lines 14–17).

New method claim 35 recites similar language including "combining the printed personalized greeting card and the at least one item ordered online as a combined card and item package" and "shipping the combined card and item package to the identified recipient" (claim 35, lines 18–20). In addition, claim 35 also says the limitation of "printing the selected greeting card in conjunction with the personalized modifications and with data referencing any of the identified recipient and at least one item ordered online" (claim 35, lines 15–17). New claim 36 includes language similar to claim 31 and 35 (claim 36, lines 15–22) and is likewise believed allowable over the art of record for at least the same reasons as claim 31 and 35 as well as for the merits of its own perspective limitations.

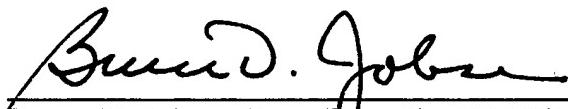
None of Spector and Tackbary, or the other references of record, whether considered singularly or in combinations, disclose the subject matter recited in claims 29, 31, 35, 36 and 49. Accordingly, these claims, and their respective the pending claims, are likewise believed allowable over the art of record.

The amendments to the claims as set forth herein have been offered to advance this application to issue. None of the amendments made herein should be construed as an admission that the subject matter of the claims, as originally filed, is anticipated by or made obvious in light of any art of record whether considered singularly or in combinations. Applicant expressly reserves the right to pursue the originally filed claims

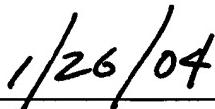
in another co-pending application without being prejudiced by any amendments, including cancellation of claims, made herein.

Applicants believe the claims are in allowable condition. A notice of allowance for this application is solicited earnestly. If the Examiner has any further questions regarding this amendment, he/she is invited to call Applicant's attorney at the number listed below. The Examiner is hereby authorized to charge any fees or credit any balances under 37 CFR §1.17, and 1.16 to Deposit Account No. 02-3038.

Respectfully submitted,



Date:



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